

Application for Gold West Country Cooperative Marketing Funds

Please type:

Organization Name(s): **Powell County Museum & Arts Foundation** Telephone: **406-846-3111**
D/b/a **Old Montana Prison Museum Complex**

Legal Address: **1106 Main Street** City: **Deer Lodge** Zip Code: **59722**

Project Supervisor: **Julia Brewer** Telephone: **406-846-3111**

Address: **1106 Main Street** City: **Deer Lodge** Zip Code: **59722**

Regional President Mike Mergenthaler Telephone 447-1941

Tourism Region Gold West Country

Project Title: **Brochure Distribution**

Total Budget for Project (taken from attached detailed budget) **\$ 2750.80**

Percentage of Cooperative Funds Requested: **50%** Dollar Amount of Cooperative Funds Requested **\$ 1375.40**

Proposed starting and ending dates (maximum 1 year) : From: **April 2011** To: **February 2012**

Funding Source (Outline in detail sources from which funds are to be provided):

a. Regional/CVB funds	<u>\$ 1375.40 *</u>
b. Memberships	\$ _____
c. Advertising Revenue	<u>\$ 1375.40</u>
d. Cash on Hand	\$ _____
e. Other (please list)	
1. _____	\$ _____
2. _____	\$ _____
3. _____	\$ _____
TOTAL (should equal total project budget)	<u>\$ 2750.80*</u>

Cooperative Marketing Application

1. Narrative description of this project. Include how the project is executed.

The Old Prison Museums will use the Certified Folder Display Service, Inc. of 1120 Joshua Way, Vista, California 92081 to distribute 50,000 copies of a standard tri-fold 4 by 9" 6-panel advertising brochure marketing the Old Montana Prison Complex, Deer Lodge, Montana and Grant-Kohrs Ranch National Historic Site, Deer Lodge, Montana.

The advertising brochure will be distributed to at least *80 locations on a monthly basis during the peak travel time of the 2011 tourism season, beginning on 05/01/11 and ending on 09/30/11.

*Distribution Area and Number of Locations

Butte/I-15 & I-90 – 12 seasonal locations

Glacier Route – 37 seasonal locations

Helena/Great Falls – 4 seasonal locations

Missoula/5 Valleys – 11 seasonal locations

Yellowstone Route – 16 seasonal locations

2. Anticipated economic benefit of this project (i.e. increased visitation, length of stay, how project will increase appeal of region as a travel destination, etc.)

The Old Montana Prison Complex consists of 5 historic museums, The Old Montana Prison, The Montana Auto Museum, Yesterday's Playthings, Frontier Montana and The Powell County Museum. The diversity of museums plus our unique location offers an unusual and appealing experience, right in the heart of Gold West Country

The anticipated economic benefit of this project is to increase the current basis of visitation by a factor of 10% over the 2010 season level of 34,915 visitors.

Each of these visitors represents \$7.50 per capita in increased revenue from gate receipts and gift shop spending to the Old Montana Prison Museum Complex. This revenue supports 5 full-time employment positions throughout the year and supplements an additional 8 part-time employment positions during the period of May 15th through September 15th.

The visitors purchase food, fuel and lodging in Deer Lodge and the surrounding area to support commerce during these same months.

Name recognition from the brochure - The Old Montana Prison was featured on The Discovery Channel's "Ghost Lab" in December of 2010. Paranormal tourism is seeing growth on an annual basis. Since the program aired, we have logged over 75 inquiries about The Old Montana Prison, this area and any other potentially "haunted" locations to visit in Southwest Montana. Of those inquiries, we sent out 40 information packets containing our brochure, the Gold West Travel Guide and other brochures from the Certified Folder Display.

3. Target market for this project.

The primary target markets for this promotion effort are the Glacier gateway into Montana from the north and the Yellowstone gateway into Montana from the south. These two entry gateways account for a total of 53 locations for brochure distribution out of the contracted 80 locations. The remaining locations are located along the I-90 and I-15 corridors which converge in the center of Gold West Country near Butte.

4. Method of Project Evaluation

The Old Montana Prison Museum captures market data with a state of the art point of sale system which accurately records visitor numbers and daily traffic. That system data is supported by visitor registration information which is also captured on a daily basis.

We evaluate the seasonal visitation numbers on a monthly basis to evaluate the effectiveness of our marketing and advertising efforts.

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

PROFESSIONALSERVICES:

State Tourism Funds	Other Funds	Total
\$0 +	\$0 =	\$0
\$0 +	\$0 =	\$0
\$0 +	\$0 =	\$0
\$0 +	\$0 =	\$0
\$0 +	\$0 =	\$0
\$0 +	\$0 =	\$0
\$0 +	\$0 =	\$0
TOTAL	\$0	\$0

MARKETING/ADVERTISING:

Brochure Distribution	\$0 +	\$0 =	\$0
	\$1375.40 +	\$1375.40 =	\$2750.80
TOTAL	\$0 +	\$0 =	\$0

TRAVEL:

Personal Car	\$0 +	\$0 =	\$0
Commercial Transportation	\$0 +	\$0 =	\$0
Meals	\$0 +	\$0 =	\$0
Lodging	\$0 +	\$0 =	\$0
Vehicle Rental	\$0 +	\$0 =	\$0
TOTAL	\$0 +	\$0 =	\$0

OTHER:

	+	\$0 =
	+	\$0 =
	+	\$0 =
	+	\$0 =
	+	\$0 =
	+	\$0 =
	+	\$0 =
	+	\$0 =
	+	\$0 =
TOTAL	\$0 +	\$0 =

REGION/CVB	PROJECT
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